

Bachelor's Thesis

International Business

2018

Angelo Gabriel Ribeiro Nyman

CONSUMERS' OPINIONS ABOUT K-CITYMARKET'S PAPER AND ONLINE ADVERTISEMENTS



Angelo Gabriel Nyman

CONSUMERS' OPINIONS ABOUT K-CITYMARKET'S PAPER AND ONLINE ADVERTISEMENTS

This thesis aims to look into the consumers' opinions about K-Citymarket's paper and online advertisements. Some of the main goals of the research are first, to offer relevant feedback to K-Citymarket about their advertisements, based on the consumers' opinions. Secondly, to find some similarities and differences in the consumers' opinions over K-Citymarket's paper and online advertisement types and thirdly to present some theories and concepts which can be used to improve advertisements.

The methodological approach of this research is mostly based in the quantitative method; however, the research also includes the qualitative method. To fulfill the goals of this research, a survey questionnaire was created which was answered by 77 respondents, the survey was sent to 121 people with ages between 20 to 29 years old, making an answering rate of 63.6%. Seven of the respondents were interviewed in order to better justify their answers choice.

Some of the main findings of the research are that K-Citymarket's advertisements were considered to have the most appealing design among other supermarkets; however, a substantial percentage of respondents think that all the supermarkets' advertisements look the same. It was also found that nearly half of respondents would prefer to receive K-Citymarket's online advertisements through Facebook. In addition, K-Citymarket's paper advertisements were able to influence 10% more respondents to go to the store compared to online advertisements.

These results can bring benefits for K-Citymarket and consumers as the data found research could enable K-Citymarket to have a better view of the consumers' opinions about their advertisements and therefore allowing them to find and fix possible deficiencies in their ads. The consumers would be benefited by getting more pleasing and improved advertisements from K-Citymarket.

KEYWORDS:

Consumers' opinions, supermarket, advertisement, K-Citymarket

Contents

1. INTRODUCTION	5
2. ADVERTISEMENT TYPES AND THEIR IMPORTANCE	7
2.1 Online advertisements	8
2.2 Print advertisements	12
3. IMPORTANCE OF DESIGN IN ADVERTISEMENTS	14
4. CONCEPTS WHICH CAN BE USED TO INFLUENCE CONSUMERS	16
5. CONSUMERS' OPINIONS	19
5.1 Research question and objectives	19
6. RESULTS	22
7. ANALYSIS	36
8. CONCLUSION	38
REFERENCES	41

FIGURES

Figure 1 Facebook ads budget setting (Verticalrail, 2016)	11
Figure 2. Percentage of consumers who felt influenced by paper advertisements.	22
Figure 3. Percentage of consumers who felt influence by online advertisements.	23
Figure 4. Online platforms which consumers would rather receive advertisements.	24
Figure 5. Time spent by consumers to read K-Citymarket advertisements.	25
Figure 6. Consumers' opinion about K-Citymarket's advertisements.	26
Figure 7. Consumers' opinion about the usefulness of K-Citymarket's advertisements.	27
Figure 8. Percentage of consumers who like receiving K-Citymarket's advertisements.	28
Figure 9. Percentage of consumers who would like to receive online ads.	29
Figure 10. Percentage of consumers who have used K-Citymarket's website.	30
Figure 11. Period of the month which consumers would rather receive advertisements.	31
Figure 12. List of supermarkets with the best advertisements' design.	32
Figure 13. Product categories which consumers are more influenced to buy.	33
Figure 14. Frequency which consumers would like to receive advertisements.	34
Figure 15. Consumers' opinion about the informations presented in paper ads.	35
Figure 16. Consumers' opinion about the informations presented in paper ads (2).	35

1. INTRODUCTION

Advertisements are used to reach consumers, and inform them about the availability of products and services of a company and hopefully influence the consumers to purchase the products or to visit the company's store. (Schwab, 2016)

For an advertisement to fulfill its goals, it does not only depend on the company to design an advertisement, but also whether consumers spend their time to read it, and most importantly if the advertisement influences the consumers. Advertisements are designed for consumers. Therefore, having the consumers' opinions about advertisements can enable companies to improve even more their advertisements.

The primary research question is **“what are the consumers' opinions about K-Citymarket's paper and online advertisements?”**. By knowing their opinions, K-Citymarket could get an idea of what needs to be changed or improved. Some of the goals for this thesis provide relevant feedback for K-Citymarket and present some concepts and theories which could be used to improve advertisements.

K-Citymarket was the chosen supermarket for three reasons: first, K-citymarket is one of the largest supermarket chains in Finland, known by many consumers. Second, they produce a considerable amount of advertisements, which will help in the analysis. Third, one supermarket had to be chosen, so that the result would be more precise for a specific supermarket.

The main desired outcome of this research is to provide K-Citymarket relevant feedback on their advertisements, based in the consumers' opinions. With this in mind, a survey questionnaire was created, with the aim to explore and highlight possible weakness and strengthens in their advertisements.

This research could also bring benefits for consumers since their opinions would be heard and analysed. The research is going to be sent to K-Citymarket and hopefully the consumers' opinions are taken into consideration. This will enable K-Citymarket to improve their advertisements, and make them even more useful and pleasing for their consumers.

The survey questionnaire included 14 questions, and it was sent to 121 consumers with ages between 20 to 29 years old. 77 respondents answered the survey through Google forms, and the researcher also interviewed seven of respondents. Overall, the research uses mostly the quantitative methodology but it also includes the qualitative methodology.

Some of the theories studied in this thesis discuss the importance of advertisements for a company, the different types of advertisements with their advantages and disadvantages, the importance of call-to-actions and getting the consumers' attention to the ads. The main source for those theories was Schwab, among other sources, which helped provide more detailed explanations. Other theories explored were the importance of designing in advertisements, how designing can be used to create an effective advertisement. One of the sources used for this part was a book called Visual Content Marketing by Gamble.

K-Citymarket is a hypermarket which belongs to Kesko Food Ltd. Kesko was founded in October 1940 with the merger of four regional wholesaling companies. Kesko started out with around 2 000 employees and went up to 19 000 employees in 2010. Since the beginning of Kesko's foundation, Kesko had started a combine advertising system where the K-emblem was presented. Kesko is one of the leading food retail chains in Finland. The first Citymarket was open in Lahti in 1971. Citymarket store helped Kesko to enter the market of hardware products, home, and speciality goods. (Kesko.fi, 2016)

K-Citymarket Kupittaa has a Facebook page with more than nine thousand followers (KCMKupittaa, 2018), and also an Instagram page with more than 2,5 thousand followers (Insta.kcmkupittaa, 2018). It is also possible to find advertisements and offers from the K-Citymarket's Kupittaa website (k-citymarket.fi, 2018).

I had chosen this topic for my thesis because during my graduation, online advertising was a topic that I was interested at. My interest in online advertising influenced me to learn how to make a Google AdWords campaign and design websites. However, my knowledge about print advertising had a lot of room for improvement and I was also interested to learn more about it. So, I thought combining both types of advertisements in my research would enable me to expend my knowledge in both topics. Plus it would enable me to understand better the consumers' opinions about those types of advertisements.

2. ADVERTISEMENT TYPES AND THEIR IMPORTANCE

Selecting a suitable platform and targeting the right consumer is essential for any advertising campaign. Every advertising platform can offer specific features with advantages and disadvantages. Certain platforms are sometimes more suitable for certain types of advertisements, depending on the advertisement's goals and objectives. (BusinessQueensland, 2016)

In addition to that, the advertisement should mostly try to reach and target potential consumers. If the ad is displayed for someone who is not interested in that type of advertisement, the advertisement will probably be ignored and felt useless for that consumer. Therefore, the advertisement will not be able to influence that person.

With this in mind, the first topic to be looked into is the importance of the advertisements for companies and the different types of advertisements, with their advantages and disadvantages. The second topic is the importance of design in advertisements and concepts used to design advertisements. The reason for adding this is due to the fact that it can be used to ensure that the advertisement's message is clear for the consumer, and consequently, the ad could be able to influence the consumers.

Other three concepts presented briefly are firstly, how the repetition of an advertisement can influence the consumer opinion over a brand. Secondly, the importance and ways of how to catch the consumers' attention for the advertisement. This is an essential character for advertisement, as an advertisement which is not noticed cannot fulfil its objectives and goals. The final topic is how call-to-actions can be used to influence the consumer to take certain actions. This strongly depending on the advertisement's goals. The importance and the meaning of advertisement are probably well understood by many already, but to ensure everybody's similar understanding, the definitions, types, advantages and disadvantages are discussed below.

Advertisements can also be used to increase the expectation of an upcoming product. Movie makers and mobile phone manufacturers often use this way of advertisements. For instance, months before a new iPhone is released to the market, Apple starts to launch advertising campaigns for the upcoming product, even though, the consumers

cannot purchase it yet. This is done with the intention of creating excitement for the coming product and to create awareness for the product.

Companies also can use advertisements to create or change a product/service image. For instance, if an airline wants to build the opinions for the consumers that, their services are very safe to use, it is possible to use advertisement for that, and eventually, this new opinions in the consumers' mind could be an essential influencer for the purchase of the service.

There are many platforms which can be used to create an advertisement campaign, for example, television, radio, magazine, newspaper, calls and online advertisements. However, Print and online advertisements are the focus of this thesis. In order to choose the most suitable type of advertisements for a company's product/services, it is necessary to know the target audience, which are the goals for the advertisement and which of those advertisements types are more cost effective for the company.

(BusinessQueensland, 2016) Therefore, K-Citymarket could evaluate each of their advertisements and check if they are placed at the suitable platform, depending on the advertisement's target group and objectives of the advertisement.

2.1 Online advertisements

Online advertising uses the internet to deliver advertisements to the consumers. This thesis brings up a few ways to make an online advertising campaign; first, search engines like Google can be used to launch an advertising campaign. Google owns multiple online platforms which can be used for delivery of advertisements, e.g. "Show your ads across Google Search, Maps, YouTube, and Beyond" (GoogleAds, 2018).

E-mail platforms can also be used in online advertising, if well-done, email marketing can boost sales and improve the communication between companies and consumers, once it can keep the consumers updated on the companies' products. For instance, consumers can subscribe to receive weekly marketing and informational emails of a chosen company. (Nibusinessinfo, n.d.)

However, many of the e-mail sent on the internet are "spam," because, e-mail platforms such as Outlook can often recognize these spam emails. Spam e-mails are unsolicited messages, which are typically advertising material. Outlook filter the e-mails and move the ones considered as spam to a junk e-mail folder. (Support.office, n.d.)

Although, there are some ways, which can be used by companies for helping to avoid that their emails are considered spam e-mail. One of the techniques is through e-mail Authentication, as this improves e-mails pass through anti-spam filters (zoho.eu, 2018). One advantage of e-mail campaign is the fact that sending an e-mail is free, which makes this advertising type viable for many companies.

There are many advantages of online marketing. Online advertising can reach a vast number of possible consumers very quickly. The International Telecommunication Union predicts that 3.2 billion people were online in 2015 (bbc.com, 2015). Therefore, it is possible to reach and target consumers through the internet.

Google AdWords is a relevant option for making advertising campaigns and targeting consumers in specific geographic locations. Google AdWords enables companies to target the locations where the advertisement is displayed. Thus, it is possible to target the country, cities and even a radius location (GoogleSupport, 2018). Therefore, companies can target their key audience with precision and use the company's marketing budget more efficiently.

Location targeting is a feature, which is convenient especially for companies which know their target audience well and companies which have most of their consumers in a specific location. For instance, barber shops can select that their advertisements are displayed only in locations around the companies' address, and this avoids expending the marketing money with consumers which are less likely to use the service. (GeoEdgeUniversity, n.d.)

K-Citymarket Kupittaa could also benefit from location targeting by targeting mostly the consumers close to their location, and avoiding targeting consumers close to other K-Citymarkets, in this way it could influence consumers to go to the other K-Citymarkets at the expenses of Kupittaa's store advertisements.

Creating an Online advertising campaign is not that technically difficult. Online advertising platforms offer a lot of information and steps on how to do an online advertising campaign. Google AdWords even offers online courses, which include strategies and best practices for designing an online advertising campaign. (GooglePartners, 2018).

Another characteristic of online advertising platforms is their flexibility and speed to make modifications to the advertising campaign. Online advertising platforms such as

Google AdWords enable companies to display their advertisements online and allows companies to change or improve their advertisements within seconds if necessary.

This flexibility in modifying advertisements allows companies to react to the market's responses as fast as possible. Consequently, this also enables companies to test marketing campaigns and let them change and update the content within minutes. (Wyher, 2017)

One remarkable advantage of online advertisement is its capability to allow the consumer to act and make the purchase immediately. Different from print advertisements, Online ads enable customers to buy the product or services online. (Heitzman, 2017) Therefore, the consumer does not need to go to any store. For instance, if a consumer had found a special offer online on an iPhone, he could buy straightway the cell phone without needing to put much effort for the purchase. However, if the consumer watches an advertisement on TV or sees an advertisement in the newspaper, the consumer has to take more steps to buy the product. Because of that s/he may even give up purchasing the product, or even find a better option in another company.

Depending on which online advertising platforms is used to make the advertising campaign, it is possible to collect data about the campaign, such as the number of times the advertisement has been displayed, the number of times users have clicked in the advertisements and also other data related to the campaign. Companies can use this data analyze the campaign in real time and make any necessary change required. By examining the data provided by the Online advertising platforms, companies can have a better understanding of their consumers. Consequently, it will benefit the upcoming campaigns.

Facebook advertising platform also allows companies to precisely select the amount of money used in the campaign and the speed of the expenditure of the budget. (Facebookbusiness, n.d.) Therefore, it can fit into the budget of any-sized company, and at any-sized advertising campaign.

AD SET: Define your audience, budget and schedule

Budget & Schedule
 Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget ⓘ **Daily Budget** ▼ \$20.00
 \$20.00 USD

Schedule ⓘ ☒ Run my ad set continuously starting today
☐ Set a start and end date

Optimization for Ad Delivery ⓘ **Link Clicks to Your Website** ▼

Bid Amount ⓘ ☒ Automatic - Let Facebook set the bid that helps you get the most link clicks at the best price.
☐ Manual - Enter a bid based on what link clicks are worth to you.

When You Get Charged Link Click (CPC)
 ⓘ [More Options](#)

Ad Scheduling ⓘ Run ads all the time
[More Options](#)

Delivery Type ⓘ **Standard** - Show your ads throughout the day - Recommended
[More Options](#)

Estimated Daily Reach

14,000 - 36,000 people on Facebook

0 of 130,000,000 ⓘ

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Figure 1 Facebook ads budget setting (Verticalrail, 2016)

Another striking characteristic of online advertising is the capability to pause or accelerate the expenditure of ads in the campaign. For instance, if a company realizes that its advertising campaign is not working well, it is possible to pause the campaign and review and improve it, before restarting again. However, if the campaign is working well, it is also possible to increase the campaign speed, size and budget within minutes.

With of all the above advantages online advertisements offer for companies, it would be a reasonable environment for companies to test their campaign and increase the campaign size later on if the company perceives that it is working well. For instance, if a company has three advertising campaign options and the company is not sure which one should be chosen, it could be reasonable for the company to launch the three campaigns in small scale and analyze which had better performance. Consequently, this could help the company in choosing the right campaign.

With all the features and capabilities provided by online advertising platforms, it is possible to have a detailed view of the advertising campaign, and it allows companies to have substantial control over the campaign.

Despite many advantages, there are also disadvantages. Internet users are served with a huge number of ads a daily basis. This brings one negative point for online advertisements, as it creates a crowded space for ads, and it makes harder for a specific online advertisement stand out from the many others being displayed at the user's screen. (Neilpatel, 2017)

It is estimated that internet users are exposed to around 11,250 ads per month (Elliott, 2017). Because of that high number of ads, users have "Attention Deficit Syndrome" (Gamble, 2016). Consequently, this makes the consumer harder to be reached or to pay attention to a specific advertisement. To avoid that massive amount of online advertisements, many users rely upon a software called AdBlock or similar type of software. AdBlock is capable of blocking ads on websites. For instance, AdBlock allows the user to block YouTube videos ads, Facebook ads, malware and third-party tracking among other types of online ads.

Software which blocks online advertisements is appealing for the users not only because it prevents online advertisements to be displayed, but it also provides other benefits for the users namely; it can speed up the loading of the web pages as online advertisements do not need to be loaded. This makes users' browsing experience on the internet smoother and quicker. Secondly, it can block tracking e.g., when someone is searching for a product in Google or some other website and then sometime later sees an online advertisement of the exact product he/she was looking for on Google.

2.2 Print advertisements

Print advertisements use physically print media to deliver the advertisement to the consumers. (Oetting, 2015) Before the internet era, print advertisements were the standard types of advertising. Print advertisements include newspapers, billboards, posters, direct mail, print selection and magazines. The advantages and disadvantages are discussed here in the same way as online advertisements above.

Print advertisements have some features and benefits which are attractive for some companies, and in some cases could even be a better option than online advertisements. The benefits are namely; unlimited displaying time, different from an online video advertisement or a banner in a website, magazines and newspaper will not offer any restriction at the displaying time of the advertisements. Once print, the advertisements are visible for a boundless time without any increased costs. For

instance, magazines and newspaper left in a waiting room can be reviewed many times by many different people. (Joseph C. , n.d.)

Secondly, some types of print advertisements can target specific types of consumers. For instance, a Food magazine such as "Glorian ruoka&viini" could be a reasonable place to display a supermarket advertisement. Therefore, advertisements in some magazine could be able to target the most likely consumer to purchase the product precisely.

Thirdly, print ads tend to be less intrusive than some online ads. Different to some online advertisements such as advertising video at the beginning of a video on YouTube or some pop-ups ads, which cover the whole webpage. Print ads tend to be usually less intrusive because it is easier to ignore them if the person wants to. For instance, an advertisement in a newspaper or a magazine is easily glanced, and it will not prevent people to see the content which they are interested in. (Joseph, n.d.)

Some of the print advertisements disadvantages are inflexibility in making changes to the ad. Once the advertisement is print, there is no way of modifying the advertisement unless the material is reprinted, which will naturally generate an extra cost for the company and a delay on the campaign. However, this issue in an online advertising campaign is minimal, as it is possible to make changes within minutes and without any extra cost added.

Moreover, with print advertisements, consumers are not able to make actions straightway, unlike in online ads where the consumer can be on the purchasing page with one click directly. Therefore, the use of online advertisement can make the purchasing path much quicker, which is an important characteristic for many companies.

Thirdly, print advertisements have a limited amount of space to include all the information necessary to influence the consumer to make the purchase. However, if an online ad is clicked, the consumers are going to be directed to the company's page and with one or two clicks, they can normally find information as a list of features of the product, the address and phone number of the company or some other information, which the consumer feels is essential before purchasing the item.

In some cases print advertisements do not have enough space to insert all this information in the advertisement. Consequently, the consumer needs to search to get

additional information. With the online advertisement, it is a lot quicker and straightforward for the consumers.

The fourth point to remember: if a company runs a print advertisement campaign in another country, it probably requires many more steps and time compared to an online advertisement. Therefore, the process of launching the advertisement campaign will be longer and demand more steps from the company. Thus, it makes print advertisement not feasible for some companies.

To sum up, many of the disadvantages of the print advertisements are the advantages of the online ad, and over the past years print advertisements have been losing space for online advertisements. However, print advertisements are still very present in the market and still used by many companies. (Henderson, 2015)

3. IMPORTANCE OF DESIGN IN ADVERTISEMENTS

Design can make advertisements more appealing to the eye, and it should not take the consumer attention away from the advertisement message, but rather enhance the clarity of the message by reinforcing the message with visual communication. (Gamble, 2016)

With the use of colour, visual hierarchy and illustrations, design can be able to set a mood on the advertisement, and even evoke emotions on consumers. If the advertisement can set the matching mood and emotion in the advertisement, it can make the advertisement more persuasive and influential. (Florent, 2017) Overall, designing has a remarkable role in advertisement, it can enhance the advertisement effectiveness towards its goal and at same time create an advertisement appealing to eye.

One of the first steps to create an effective ad is to know which the goals for the advertisement are, such as improving the brand image, increasing sales or creating awareness for a product. Once, the purpose of the ad is clear, advertisers can select the information or message the advertisement should have, so that the ad is able to achieve its objective.

Every piece of information included in the advertisement should have a purpose that supports the ad to reach its goals. If unnecessary information is added to the advertisement, it can take the consumer's attention away from the information that really matters.

In order to select the right information for the ad, it is essential for the advertiser to understand the consumer's characteristic and wishes. To select the right message, it is necessary to know the target group. Even the same product can need different types of advertisements to target different groups, as consumers' characters and wishes are different.

However, not every piece of information on the product is relevant to include in the advertisements. The advertisement should not include many messages or be overloaded with information, as it may cause the advertisement to be unclear for the consumer. (Pettengill, 2016)

Design techniques can be used in advertisements to enhance the aesthetics of the advertisements, but not only that, it also can improve the comprehension of the message by the consumer. Visual communication concepts can also be used in advertisements to communicate a message through the use of visual content such as of colours, signs, symbols, typography, images, and illustration. (Gamble, 2016)

Humans are visual creatures, according to MIT neuroscientists, 13 milliseconds is enough time for people to identify an image (Trafton, 2014). Therefore, the use of images and illustrations can be a practical tool for designing and effective advertisement as people do not normally spend a lot of time looking at an advertisement. Therefore, transmitting the advertisement's message clearly and quickly is quite essential for many ads.

Another relevant reason for considering the use of pictures in advertisements is the fact that pictures are more remembered than words. Participants in one experiment could remember more than 2000 pictures with at least 90% accuracy (Grady, 1998). Therefore, the use of images could increase the chances of an advertisement being remembered by consumers.

One of the ultimate goals of some advertisements is to persuade the consumer to purchase a product. According to researchers, presentations with visual supports (such as graphs, clip art, pictures and colours) were 43% more persuasive than

unaided presentations (Dickson, 1986). In conclusion and based on the above, the use of images and visual content can be beneficial to the creation of advertisement.

4. CONCEPTS WHICH CAN BE USED TO INFLUENCE CONSUMERS

There are some concepts which can be used by companies to influence the consumers' opinions over a brand or a product, or even influence consumers to take certain actions. Three of those concepts are going to be explored in this chapter.

The first concept is the power of repetitions. The way consumers process an advertisement changes according to the number of times the consumer sees the same advertisement. High involvement processing and low involvement processing concepts explain how this occurs.

High involvement processing involves a conscious examination of a topic/advertisement, and it requires a high amount of energy. However, Low involvement processing demands a low level of attention and takes place at an unconscious level. (Gentner, 2012)

When people watch an ad for the first time, they have a high level of involvement, however, after several times watching the same ad people start to have low level of involvement. Every time that the person sees the same ad, it reinforces the previous associations, until the advertising sets the brand image into people's mind. (Heath, 2001)

The brain stores easier information that contains emotional things connected, the majority of advertisement evokes significant emotions such as nostalgia, empowerment, sadness and happiness. This emotional linking is precisely what advertisers want to reach. (Adweek, 2015)

Advertisements provide external stimuli (such as colour) and internal signals (such as emotions), once they co-occur several times, they are linked to each other. It is claimed that mostly of the brand learning occurs at extremely low level of attention. An advertisement cannot fulfill its goals if it is not noticed by the consumer.

The second concept is the importance of getting the consumers attention. Getting the consumer's attention is one of the first goals of an advertisement, once that none of the other purposes can achieve is the ad is unseen. (Schwab, 2016) Advertisements are like an uninvited guest who appear in unwanted moments and places and sometimes disturbs the consumers' internet surfing or newspapers reading. This is why advertisers have to find ways to attract the consumer attention. (Schwab, 2016)

A compelling headline can influence the consumer to read the rest of the ad. The headline should be persuasive enough to compete against the other things that the consumer may want to do.

A persuasive headline can include the rewards that the advertisement could offer to the client. Some examples of persuasive headlines could be; -Save 50 euros by using our membership card, -Gain one month of free membership or -Go to Your dream holidays. Those headlines try to catch the consumers' attention to the advertisement by showing the rewards which the ads could proportionate to them if they read more about the ad. (Schwab, 2016)

The rewards can vary from emotional, financial, social, mental, security among other rewards. If the consumers perceive your headline rewarding enough, they are more likely to read the rest of the ad. Headlines can also attract consumers by showing how consumers could avoid an unwanted condition. It could be avoiding; losses, risks, mistakes, and worries. For example, Stop losing money with low-quality tires.

In conclusion, getting the consumers' attention for reading an ad can be challenging, as people are not normally interested in reading ads. To overcome this difficulty, the advertisement has to offer compelling reasons for the consumer to pay attention to the ad. Those reasons could be rewards or avoidance of an unwanted condition.

The third concept is call to actions. CTA (call to actions) for example are messages that encourage the consumer to take a specific action. Once, the consumers have finished reading the whole advertisement, they should know what to do next. Example of call-to-actions are; buy, call us, come to visit us, try for free. All those call-to-action attempts to influence the consumers to take action after reading the ad. (Schwab, 2016)

Every advertisement has a purpose, whether it is to influence the consumer to buy an item, contact a specific company or make consumers visit a particular store. Every advertisements' goals require the consumers' action, and the CTA can increase the

chances of the ads' goal being reached. The CTA message should be directly related to the main advertisement's goal. CTA usually starts with an active verb. Call- to- actions should be simple actions for the consumers to do. It should not contain too many words or complicated actions with many steps so that the consumer does not lose his motivation with the amount of effort to achieve the benefits which the advertisement has to offer to him. By using simple steps in the CTA, the consumer feels that he can get all the benefits which the advertisement has to offer, and he is only required to put a small amount of effort to achieve it. Therefore, the consumer would perceive the advertisement as a reasonable cost-benefit investment. (Schwab, 2016)

The call- to- action should try to communicate with a sense of urgency, as to hurrying the consumer to take action as soon as possible. If the consumer takes too much time before acting, he/she may forget about the advertisement or change his/her mind about it. Some examples on how advertiser could create this sense of urgency in the consumers are namely; Call Us Now, Visit us today, Buy an ASUS laptop with 30% of discount, Only this Week! .These messages can create a sense of urgency in the consumers' opinion and influence them to take actions immediately.

To summarize, an advertisement should explain clearly to the consumer what he/she is required to do next, in order to gain the benefits which the advertisement has to offer. The call-to-action can ensure the consumer that it is a clear and straightforward path. By following CTA advertisement can be more persuasive and influence the consumers to take a specific action.

5. CONSUMERS' OPINIONS

5.1 Research question and objectives

Advertisements are one of the communication channels between companies and consumers. Advertisements are used by companies to transmit a message to consumers. Some of the objectives of advertisements are to influence the consumers to purchase a service/product or to communicate to consumers about the existence of a product or service in the market. (Erol, 2017)

The primary research question is “what are the consumers’ opinions about K-Citymarket’s advertisements?” With the feedback from consumers, K-Citymarket could find possible deficiencies and strengths in their advertisements. Therefore, it could enable them to improve their upcoming advertisement campaigns, based on consumer feedback.

Some of the questions from the survey questionnaire aim to explore the consumers’ opinions on the advertisements’ design, the usefulness of the ads for the consumers, and whether they like to receive K-Citymarket's advertisements or not.

This thesis has four main goals namely; first, to collect data about the consumers’ opinions over K-Citymarket’s advertisements. Second, to offer relevant feedback for K-Citymarket about their advertisements, based on the consumers' opinions. Third, to find similarities and differences in the consumers’ opinions over online and paper advertisement types. Fourth, to present theories and concepts that could help in the creation of advertisements.

To achieve the goals of this research, a survey questionnaire was designed. The survey questions were answered by 77 respondents through Google forms, and also seven of the responders participated in an interview with the researcher. All the respondents were between 20 to 29 years old. All the questions were designed with the intention of generating relevant feedback for K-Citymarket.

In this thesis it was used the mixed method. The use of survey refers mostly the quantitative methods but, it also includes the qualitative methods. The combination of both methods improves the research and brings more detailed results. The use of the qualitative methods enabled the research to acquire the participants’ point of view and explanation for their answers (PCMHResearch, 2013). The explanations of their

answers could create a relevant amount of feedback (Bradley, 2010) for K-Citymarket, and even bring possible ideas to be implemented in their advertisements.

The survey questionnaire was sent to 121 people, and 77 of those people answered the survey, making an answering rate of 63.6%. Google forms was the chosen as the platform to collect the participants' answers, and it was also used to generate the results graphics which are found in the results and analysis chapter.

All the 77 participants answered the Google forms survey. From all those 77 participants, seven of them answered the questionnaire during an interview with the researcher, and the interviewed respondents had a chance to elaborate and justify their answers during the interview.

The survey was sent to consumers who the researcher knew that fitted into the target group. The target group for this survey was consumers from 20 to 29 years old. The reason for narrowing down the group age was because it would bring a higher focus on a specific age group. By choosing only this small age group, the survey offers more relevant and accurate information about that age group opinions.

If the survey had had a too wide age group, perhaps, the results could have been too diverse and not offer much relevant or conclusive information for any age group. As the study was directed to K-Citymarket (Turku- Kupittaa) all the responders were Turku's residents.

All the questions used in this survey can be found in the Appendix 1. The survey included 14 questions. All of questions were multiple choices question, and in three of them respondents could also write their own answers. In addition to that, the interviewed people could elaborate their answers in all the questions.

Before the questionnaire, there was a small introduction with some background and some explanation about the subject, so that, the questions would be clearer for the participants, and they would be able to know what to expect in the survey. The participants did not see the survey questionnaire before the interview.

As mentioned before, seven respondents were interviewed by the researcher. Six of the interviews were face-to-face and one of them were through video calls. The questions used for the interview are the same for all the 77 survey's participants. The interviewed participants also had to select their answers through Google forms, and they also were requested to elaborate and justify their answer. The purpose of the

interview was to obtain an enhanced level of details in the consumers' opinions, which was used to create a better understanding of the consumers' opinions combined with the survey questionnaire.

However, the interviewed participants were not obligated to justify all their answers, because the interview aimed to collect sincere justifications for their responses and not forced justifications. Some of the interviewees' justifications were too vague, and therefore not added in this thesis. For these reasons, some of the questionnaire's results have less than seven justifications per question, and some questions have less responses than others.

One of the limitations of the interview was the small number of interviewed participants as there were only seven respondents interviewed. Consequently, the survey does not include many answers justification per question. Another limitation was that some participates were not able to elaborate their answers with more than couple of sentences, if any sentence at all. Due to that, some of them did not have a clear opinion about the thesis subject.

The results presentation has the following structure, first a short explanation for the creation of the question, second, the results are presented and finally the interviewees' responses are given.

6. RESULTS

The results include the survey answers of the 77 respondents, and also the justifications for the responses collected during the interview with seven of those respondents. Google forms platform was used to generate the presented graphs in the results.

The results are presented with following structure. First, there is a short explanation about what the questions aims to explore. Second, the statistics are presented followed by the interviewees' responses.

1) Do you feel that PAPER advertisements have influenced you to go to K-Citymarket?

77 responses

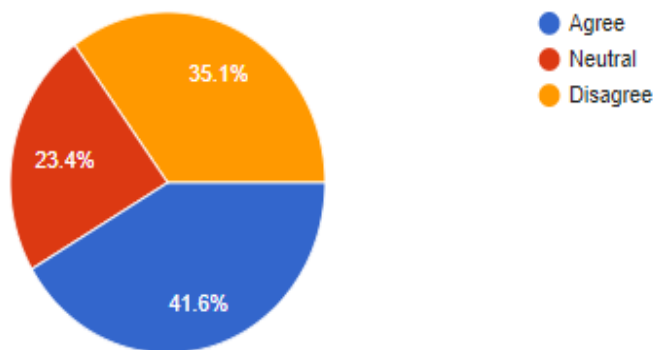


Figure 2. Percentage of consumers who felt influenced by paper advertisements.

This question aims to explore the percentage of consumers who felt influenced to go to K-Citymarket by paper advertisements. As it is seen in the graphic 41.6 % of respondents felt that they had been influenced, and almost one fourth of consumers were neutral about this question or did not have an opinion about it. Meanwhile 35.1 % of respondents did not felt influenced to go to k-Citymarket.

From seven interviewed respondents, six were able to justify their answers. Two respondents agreed because they could see in the advertisement the products which they were interested in and that influenced them to go to K-Citymarket. Other two respondents agreed because they could see discounts in the products they were interested in.

One respondent disagreed because he did not pay much attention to those ads, and one respondent disagreed because he could just buy a similar product at a supermarket closer to his home.

2) Do you feel that ONLINE advertisements have influenced you to go to K-Citymarket?

77 responses

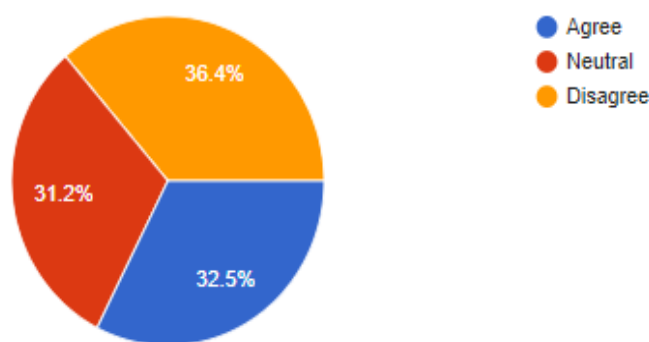


Figure 3. Percentage of consumers who felt influence by online advertisements.

This question is similar to the question one; however, it aims to find out the percentage of consumers who felt influenced to go to K-Citymarket by online advertisements. 28 participants disagreed, which is quite close to the first question's result which had 27 participants who disagreed.

Meanwhile, nearly one third of respondents felt influenced to go to K-Citymarket by online ads, and 31.2% of respondents marked the neutral choice. Overall, all the options had near results from each other.

Two respondents selected neutral because they had not seen much online advertisements from K-Citymarket. Another respondent disagreed because she was only influenced by certain products and food is not one of those products. One participant marked neutral because she rather analyses food products through the paper advertisement, and she did not pay much attention on online advertisements from supermarkets.

3) Which online platform would you rather receive K-Citymarket's advertisements?



77 responses

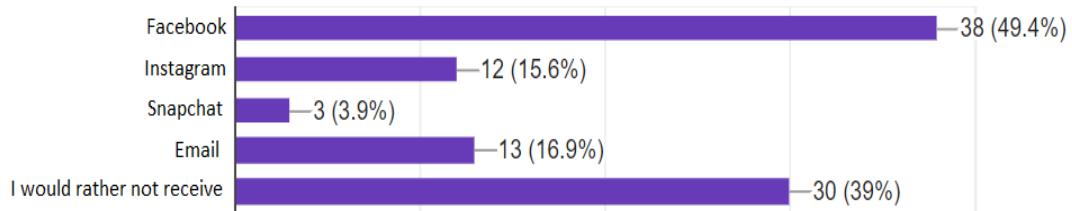


Figure 4. Online platforms which consumers would rather receive advertisements.

This question aims to explore which of those online platforms, respondents would rather be reached by K-Citymarket's advertisements. This question would help K-Citymarket to choose which platforms to launch advertisement campaigns and which of those platforms they should focus more to reach the consumers with 20 to 29 years old. It is relevant to mention that respondents could select more than one option in this question or even write their own answer.

As it is seen in the graphic almost half of respondents would rather receive K-Citymarket ads through Facebook, and the second most chosen option was "I would rather not receive". Email and Instagram had a quite close percentage result, which was 15.6% and 16.9% respectively. Three respondents wrote that they would rather receive ads through the K-Ruoka app.

One interviewee said that "I rather not receive, because I get the paper ads already and I also can see K-Citymarket's products in their website". Another interviewee who also rather not receive online ads stated that, she prefers the paper advertisement or she could go straight for the store and she would rather not receive any online ads from K-Citymarket.

Three people said that they would rather receive K-Citymarket through Facebook, one of them said "I think ads on the other platforms such as Snapchat, Instagram and email are more annoying, so Facebook would be better". The two others mentioned that they feel that Facebook is a platform more suitable for those type of ad.

4) What do you do when you get a paper advertisement from K-Citymarket at your home?

77 responses

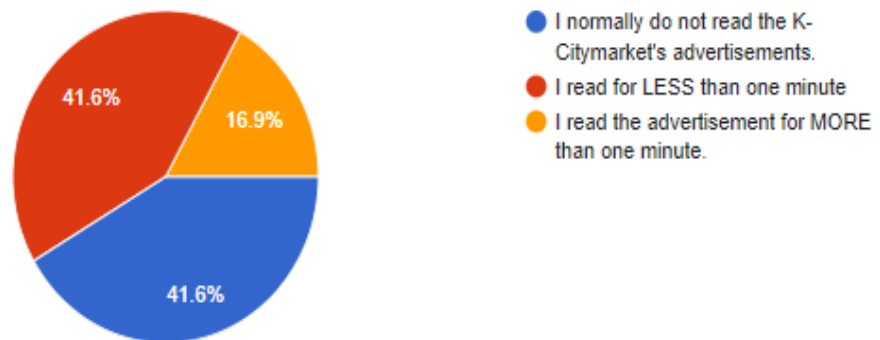


Figure 5. Time spent by consumers to read K-Citymarket advertisements.

This query looks into for how long respondents normally read K-Citymarket's paper advertisements. The results show that 32 responders read it for less than one minute, and the same number of responder normally not read the advertisement. 13 out of 77 responders read the paper ads for more than one minute.

One respondent said that he reads the advertisement for more than one minute because he is looking for offers and comparing prices. Another person stated that he reads also for more than one minute once he checks if there is any product that interests him.

Two other respondents selected that they read K-Citymarket advertisement for less than one minute, one of them because he only quickly checks if there is a product which interest him, and the other said that she does not look for too long ads, as she does not want to expend too much money. One of respondent stated that he normally does not read the ads because he prefers to go straight to the shop and choose the products there.

5) Do you think K-Citymarket's paper advertisements are well designed?

77 responses

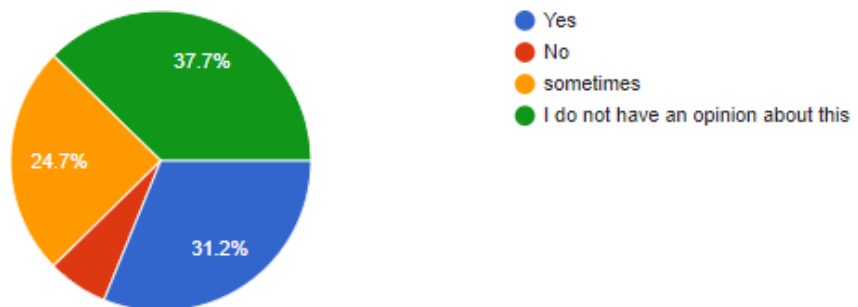


Figure 6. Consumers' opinion about K-Citymarket's advertisements.

Question five wants to find out what the consumers' opinion about the design of K-Citymarket's paper advertisements is. For a better comprehension of this question, it is written in the question's description which some of the parameters of a well design advertisement are.

The limitation of this question was that evaluating an advertisement can be quite difficult, especially for non- business students. Consequently, 29 of people did not have an opinion about it. 24 respondents felt that the K-Citymarket paper advertisements are well-designed, and almost a quarter of consumers answered sometimes. Just five (6.5%) respondents think that the ads are not well-designed.

Two interviewees who answered yes, justified their answers by saying that the ads are very clear and quick easy to scan through and to find products. Another said yes, because it is easy to find products and the ads have great photos and make her interested in the products.

One consumer said that "yes, because the ad is pleasant and straight forward, easy and clear to read". Two respondents said that they could not remember the ad in order to judge whether it was well-designed or not.

6) Do you think that paper advertisements have been USEFUL for you?

77 responses

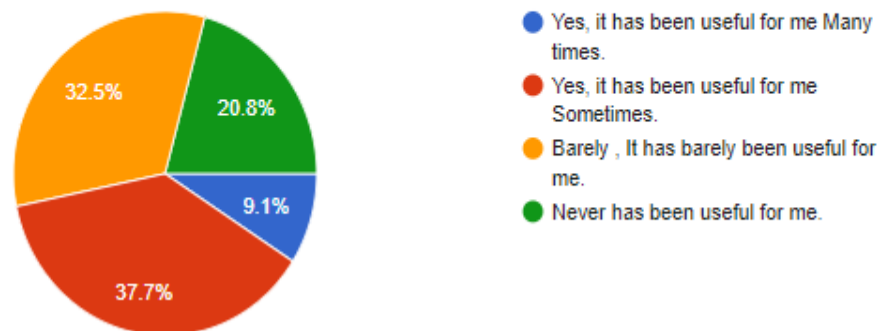


Figure 7. Consumers' opinion about the usefulness of K-Citymarket's advertisements.

Questions six aims find out the consumers' opinion about the usefulness of paper advertisements for them. As is presented in the graphic, the majority of respondent felt that paper advertisements had been useful for them sometimes. Meanwhile, 16 respondents think that paper advertisements had never been useful for them.

The second most selected option was barely with 25 respondents, and the least selected option was yes, it has been useful for me many times with 9.1%. Overall, almost 80 % of respondents felt that paper advertisement had been useful for them at least barely or more often.

One interviewee said yes, many times, because she was able to find exotic products that she did not know K-Citymarket had. Two other consumers selected barely, because they did not look those ads that often.

A respondent said, "yes, sometimes, especially at Mammuttimarkkinat". One consumer stated that those paper ads had never been useful for him, as he did not normally read the advertisements. Another interviewee who selected the barely choice stated that he normally did not pay much attention to paper ads.

7) Do you like receiving K-Citymarket's PAPER advertisements?

77 responses

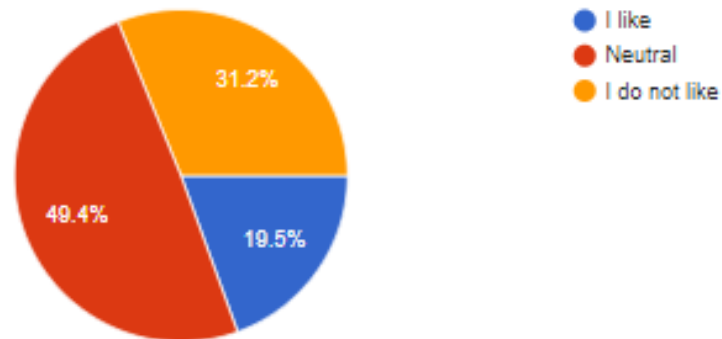


Figure 8. Percentage of consumers who like receiving K-Citymarket's advertisements.

This question aims to acquire an overview of the percentage of respondents who like receiving K-Citymarket's advertisements. As it is shown in the pie chart, nearly half of the respondents selected the neutral option, and only 15 consumers like receiving K-Citymarket's advertisements.

Meanwhile, 24 respondents selected that they did not like receiving those ads. However, looking at the positive side, almost 70% of respondents did not dislike receiving K-Citymarket's advertisement.

From the six interviewees who could elaborated their answered, five of them selected the neutral option for the following reasons; one of them said "I will not miss the ads if I do not get it, but it has helped me sometimes". Other respondents stated, "I do not mind getting them, but I would not miss them, if I stop getting it". Two other participants mentioned that they selected the neutral choice because they would not miss the advertisements.

The last person who answered neutral was because she would not mind, not receiving the ads, once she could just go straight to the store and search for products there. Only one interviewee mentioned that he would not like receiving the advertisements for ecological reasons, however, he said, he would rather receive K-Citymarket's online ads.

8) Would you like to receive ONLINE advertisements from K-Citymarket ?

77 responses

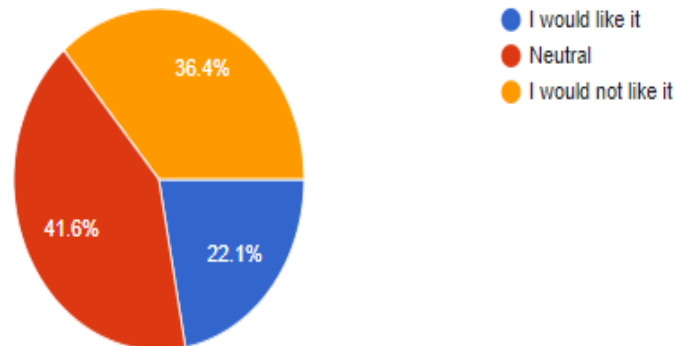


Figure 9. Percentage of consumers who would like to receive online ads.

This query looks into the percentage of respondents who would like to receive K-Citymarket online advertisements. It was found that seventeen participants would like to receive online advertisements. Meanwhile, 28 participants would not like to receive online advertisements from K-Citymarket. The majority of respondents selected the neutral option.

The first respondent said that she would not like, however if the advertisements was about cosmetics or something that interest her, it would be fine. Two other respondents selected the neutral option, one of them said, "It does not bother me, If I see the ad in my screen, but if it is not there, I would not miss it", another one stated that he would not mind receiving online ads.

Two other participants who would not like to receive K-Citymarket online ads stated that , one of the respondents said that if she needs to check a product she can go straight to the company's websites. Another participant said, "I would not like it, because it is not useful for me, and it disturbs me when I am using the internet."

9) Have you ever searched in K-Citymarket's website for products?

77 responses

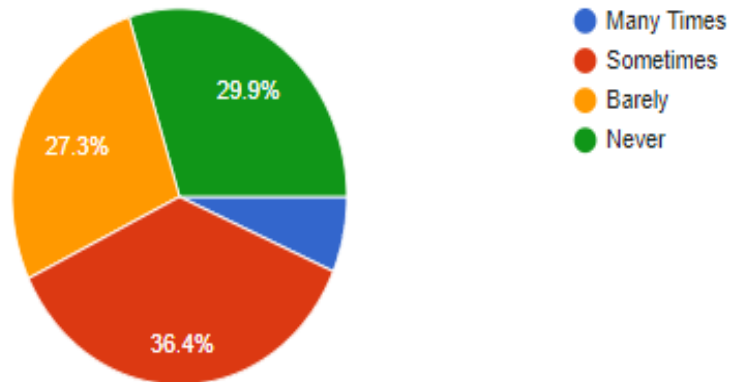


Figure 10. Percentage of consumers who have used K-Citymarket's website.

Question nine aims to identify the percentage of participants who had used K-Citymarket's website for searching for products, and how often. The majority of respondents had chosen the option sometimes. Nearly 30% of respondents had never searched for products in K-Citymarket's websites, meanwhile 27.3% of participants had barely.

Only 6.5% of respondents had searched for products in K-Citymarket's websites many times. Overall, almost 70% of respondents had searched for products in K-Citymarket's websites.

One interviewee said "barely, because, I know more or less which products K-Citymarket has, so, I prefer to go there and search for the product in the store". Two other respondents mentioned that they had used the websites many times for searching for offers.

Another respondent told that sometimes, because she prefers to check for products in the store. One of the respondents selected the option never, as she preferred to go straight for the store. Another interviewee said "never, I like to choose the products while I am in the store".

10) In which period of the month would you rather receive K-Citymarket advertisements?

77 responses

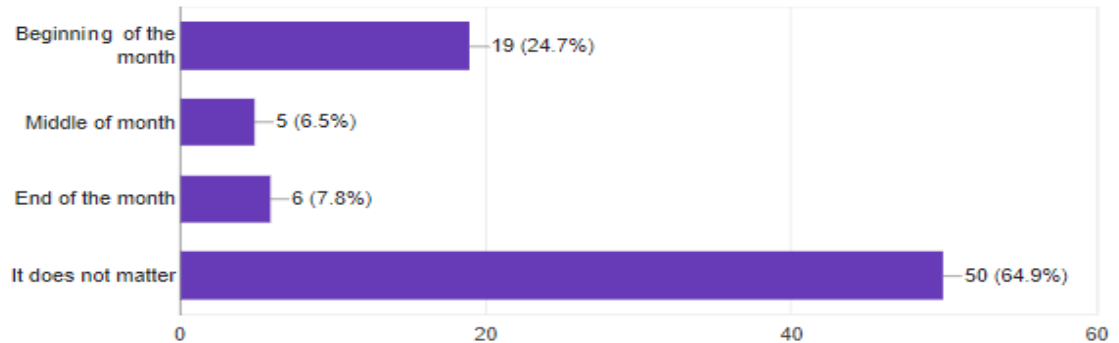


Figure 11. Period of the month which consumers would rather receive advertisements.

Question ten aims to find out in which period of the month participants would rather receive k-Citymarket advertisements. For almost two thirds of the respondents it did not matter when they get the advertisement.

Meanwhile nearly one quarter of respondents would rather receive K-Citymarkets advertisements in the beginning of the month. Only five and six respondents selected that they would rather get the ads in the middle of the month and in the end of the month, respectively.

One interviewee said "beginning of the month, because it is when I get my salary". Another respondent sated in the end of the month because it was when she got her salary. The three other interviewees just said that it did not matter for them when they receive the advertisements. A respondent mentioned that it does not matter, however, because he made mostly of his grocery shop in the weekend he would rather receive those ads on Friday or weekends.

11) In your view, Which of those supermarkets' advertisements have a better design?

77 responses

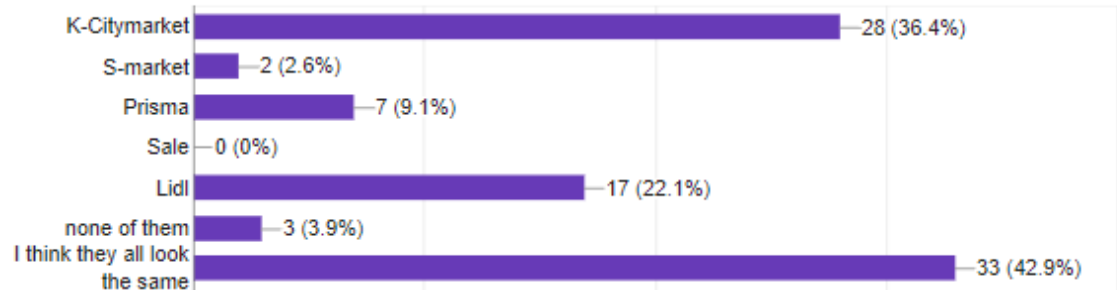


Figure 12. List of supermarkets with the best advertisements' design.

Query eleven want to find out which supermarket had a better advertisement design, according to consumers' opinion. This result can give an overview to K-Citymarket about how well-design their advertisements are compared to their competitors.

As we can see a considerable amount of people think that all the advertisements looks the same. However, among the other supermarkets, K-Citymarket got the majority of votes with 28 participants selecting that K-Citymarket had a better advertisement design. Overall this is outstanding result for K-Citymarket. Once the second, most voted supermarket was Lidl with 22.1% which is nearly 15% less than K-Citymarket.

Prisma and S-market acquired seven and two votes, respectively. The only supermarket with zero votes was Sale, and only 3.9% of respondents selected the option none of them.

One of the participants who voted for K-Citymarket said that "I think the other supermarkets' ads are boring, and K-Citymarket has a broad variety of products, not only meat". Another interviewee who also voted for K-Citymarket, mentioned that K-Citymarket has a better design because of their wilder range of products in the ads.

Another respondent said, "they all look the same, I would not be able to differentiate them, if the supermarket's name is not written". Three other interviewees also stated that all they think all those supermarkets advertisement looks the same.

12) When you read an advertisements which of those product categories are you more attracted or influenced to buy ?

77 responses

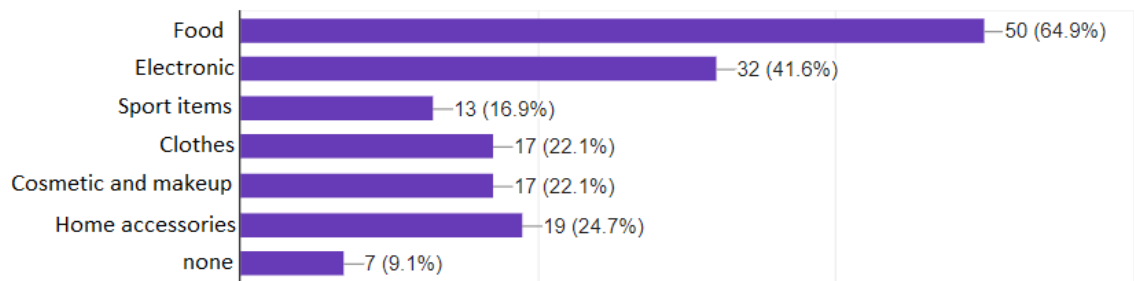


Figure 13. Product categories which consumers are more influenced to buy.

This query aims to explore which of those products categories consumers felt more attracted or influenced to buy when reading an advertisement. Those options were chosen because, K-Citymarket offered those product categories, therefore, K-Citymarket could get to know which of those categories consumers would feel more influenced to buy.

It is important to mention that respondents could have selected more than one option if they wanted. 50 respondents selected they are attracted or influenced to buy food products, the second most voted was electronic products with 41.6%.

Clothes and cosmetic and makeup acquired the same percentage with 22.1%. 13 respondents voted for sport items, and only 9.1% of respondents did not feel attracted or influenced to buy any of those product categories.

At the interview, one respondent selected only food because he is not interested in reading advertisements about the other product categories. Another respondent selected food and clothes he stated that he did not need to buy those other products that often, so he was not normally attracted to those other products. One participant said, "only food and electronic, the other products I would not pay attention". Another respondent said "I feel attracted and influenced to buy electronic products, even though I do not need to buy them that often"

13) How often would you like to receive paper advertisements from K-Citymarket?

77 responses

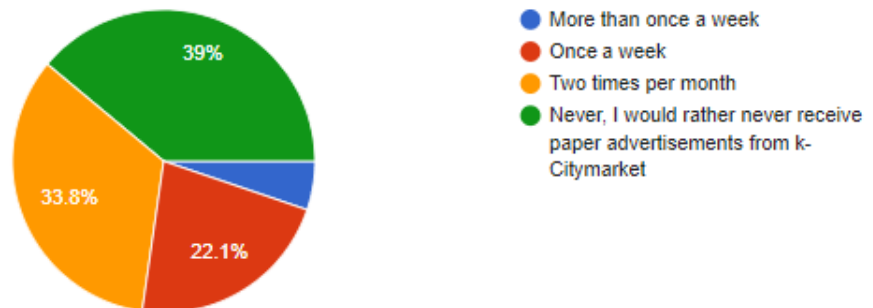


Figure 14. Frequency which consumers would like to receive advertisements.

This query aims to figure out how often consumers would like to receive K-Citymarket's paper advertisements. Based in this results K-Citymarket could evaluating whether they had been sending their paper advertisements too often for consumers or not, according to those respondents' opinions.

Nearly two fifths of participants would rather never receive paper ads from K-Citymarket. Only 5.2% of participants would like to receive those paper ads more than once a week. The second most selected choice was two times per month.

Seventeen respondents answered that they would like to receive once a week. Overall, 61% of respondents would like to receive K-Citymarket's advertisements at least two times per month or more often.

One interviewee stated that she rather never receives those paper ads, however, if K-Citymarket was having a sales event such as Mammuttimarkkinat she would like to receive paper advertisements from that event. Two other interviewees marked the two times month option, because it would be annoying for them if they receive k-Citymarket's paper ads more than that. The last respondent said once a week because he usually made grocery shop once a week.

14) Do you find all the information necessary in the K-Citymarket's paper advertisements?

77 responses

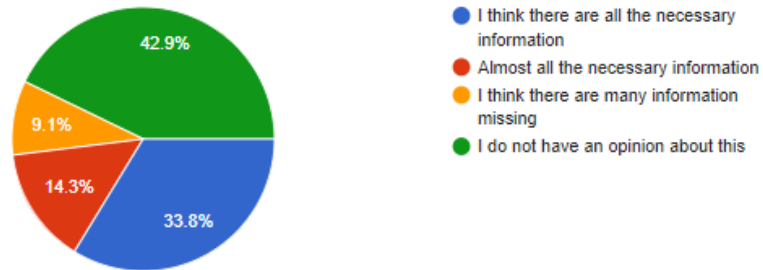


Figure 15. Consumers' opinion about the informations presented in paper ads.

This question seeks to find out if the consumers find all the necessary information in the K-Citymarket's paper advertisements. One third of participants think that K-Citymarket's paper ads had all the necessary information. Only seven out of 77 respondents think that there were many information missing in the ads. 14.3% of respondents found almost all the necessary information. If it is taken out the 33 respondents who did not had an opinion about this, and consider only those participants who had an opinion this query, the new graphic would look like this.

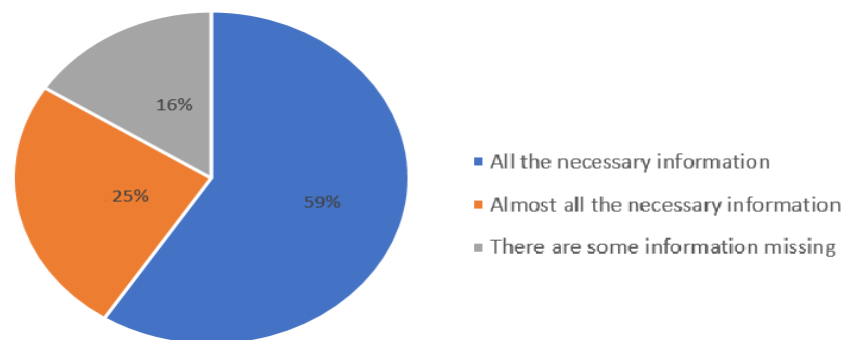


Figure 16. Consumers' opinion about the informations presented in paper ads (2).

An interviewee said that she found all the basic and essential information for her in the paper ads. Another respondent stated that he found all the necessary information and there would be no need to put more information about the products in the ads. One participant said, "I find all the information that I need in the paper ads, if I need more information about a product I can search in their website".

7. ANALYSIS

The research survey is formed by fourteen questions. Seven of those questions were directed to the consumers' opinion over K-Citymarket's paper advertisements, and four questions were directed to the consumers' opinion over K-Citymarket's online advertisements. The other three questions dealt with general consumer preferences on advertisement.

The results from the questions one and two had shown that 35.1 % of respondents did not feel influenced to go to K-Citymarket by paper ads, neither did 36.4% of responders, who also did not feel influenced by online ads. That means that nearly the same number of respondents did not feel influenced by online and paper ads.

However, 41.6 % of respondents had been influenced by paper ads, which is almost 10% more than the participants who were influenced by online ads, concluding that paper ads had been able to influence more participants to go to the K-Citymarket compared to online ads.

One of the main goals of K-Citymarket's advertisements is to influence consumers to go to their store and purchase their products. The results from the questions one and two can give an overview to K-Citymarket about the percentage of consumers who were influenced to go to K-Citymarket by online or paper advertisements. Therefore, that statistic would enable K-Citymarket to analyse how effectively their advertisements had been able to fulfil one of their main goals, based in the consumers' opinions.

Questions five and eleven looked into the consumers' opinion over the design of K-Citymarket's ads. By analyzing the results from those questions, it was found that 31.2 % of respondents thought that K-Citymarket's advertisements are well design, and the majority of respondents of question eleven thought that K-Citymarket had the best ads' design among other supermarkets. Question eleven aimed to put into the test the K-Citymarket's advertisements design against its competitors, and successfully for K-Citymarket's they were considered the best.

It was noticeable that a substantial percentage of participants were neutral or did not have an opinion on some questions. This could be due to some of them not having a formed opinion about the question's subject or because they had not analyzed K-Citymarket advertisements well enough to create an opinion about it, as some of the interviewees mentioned.

At questions five and fourteen the majority of responders selected the “I do not have an opinion about this” choice, and at questions seven and eight most of the responders marked the neutral option. Therefore, this shows to K-Citymarket that there was a considerable number of consumers who perhaps were not too familiar with their advertisements.

In the question eleven, 42.9 % of respondents think that all the advertisements look the same. K-Citymarket could evaluate this result, and investigate in the future if this brings harm to the company. If they find any relevant harm, they could try to find ways to differentiate themselves from the competitors' advertisements. Perhaps by using a different design for their ads.

The results from the third query had presented that nearly half of the participants would rather receive online advertisements through Facebook, which is almost three times more than the second and third most voted online platforms. Question six aims to investigate the usefulness of paper advertisements for consumers, it was found that almost 80% of respondents felt that the ads had been useful for them at least once.

Questions seven and eight look into the percentage of responders who like receiving paper ads and the percentage of responders who would like to receive online ads from K-Citymarket. Overall both questions' results had shown that most of participants selected the neutral choice. Those results could mean that most of participants would not mind receiving online ads, and would not dislike receiving paper ads, however, to make a conclusion on it would require a more detailed research in the topic.

Overall, these results give an overview of the consumers' opinions and opinions about the usefulness of advertisements, explore whether consumers like to receive ads or not, and their opinions about the ads' design.

8. CONCLUSION

The main purpose of this research was to offer K-Citymarket a relevant Feedback about the advertisements based on the consumers' opinions.

The first goal of this research was to collect data about the consumers' opinions over K-Citymarket's advertisements. To achieve this goal, a survey questionnaire was created with 14 questions, which aimed to acquire the responses from at least 50 participants; however, it received 77 responses from consumers with age between 20 to 29 years. From those 77 participants, seven of them were interviewed, with the intention of giving some more detailed answers for their responses in the questionnaire. Mixed methodology was used, however, most of the research data come from the responders of the 77 respondents, and the qualitative data comes from the interviews.

With regard to the second goal which is to offer relevant feedback for K-Citymarket about their advertisements, based on the consumers' opinions. Some of the main results found in this research are; first, almost 50% of consumers would rather receive K-Citymarket's advertisements through Facebook. Second, almost 80 % of respondents felt that paper advertisement has been useful for them at least once. Third, K-Citymarket advertisements were considered to have the best advertisements among supermarkets, however, at same time 42.9% of respondents think that all advertisements look the same. Fourth, the product categories which participants felt most attracted to buy were food and electronic products.

Third goal aimed to find out similarities and differences in the consumers' opinion over online and paper advertisement types. The questions one, two, seven and eight were designed to achieve this goal. Based in the results from questions one and two, it was found that K-Citymarket's paper advertisements were able to influence 10% more respondents to go to their store compared to K-Citymarket's online advertisements.

Questions seven and eight results had shown that 19.5% of respondents like receiving the paper advertisement, and 22.1% respondents would like to receive online advertisements, both advertisement types presented a quite similar result in this matter.

The last goal of this thesis was to present theories and concepts that could help in the creation of advertisements. To fulfil this goal it was explored; the different types of

advertisement with their strengths and weaknesses, the importance of the call-to-action and ways to get the consumers' attention for advertisements.

As it is mentioned previously, one of main findings of this research is that nearly half of the consumers with age 20 to 29 years would rather receive K-Citymarket's online ads through Facebook, and another outcome presented in this thesis is that a substantial percentage of consumers stated that they are most attracted to buy food and electronic products. Therefore, K-Citymarket could use those three variables (Platform, age group, and product category) to increase the chances of creating a successful online advertisement, once that online advertising platforms can give some substantial control over advertisements' variables.

This thesis aimed to present an overview about the consumers' opinions about K-Citymarket advertisement. However, in some parts, it could not present information that could be directly used to improve K-Citymarket's advertisements. For instance, in the results of question seven was found that 31.2% of responders would not like to receive advertisements, but this static cannot offer information on what K-Citymarket should do to change that, once it would require another research to discover why those consumers would not like to receive K-Citymarket's advertisements. Therefore, some of the thesis results are just the first step to improve the K-Citymarket's advertisements.

Other limitation of the research was that sometimes, the thesis could not provide the impacts of those results for K-Citymarket. Once it would require further research to withdraw conclusions. For instance, it was presented in the thesis that 42.9% of respondents think that all advertisements look the same, but it was not presented in the thesis which impacts it would bring for K-Citymarket. So, this static alone cannot present the impacts to K-Citymarket, but instead this static just brought a question for the company about which impacts it could bring for the them.

One of my suggestions for K-Citymarket was that they could try to improve the targetability of their paper advertisements. While I was studying and writing about print advertisements, I noticed that print advertisement delivered in people doors did not properly target the different types of consumers. For instance, the consumers who get advertisements in their doors, they receive several types of advertisements such as food, electronic, clothes among other types of advertisements. So, those paper advertisements are not really targeting the consumers based in their preferences.

I would suggest to K-Citymarket combined with other businesses to create a system which consumers could write in their doors, the types of advertisements which they would like to receive advertisements about it, so consumers would get only the type of advertisements they are interested about it. Consequently, it could enable companies to better target the potential consumers with the paper advertisements.

Overall, the thesis provided information to address each of the proposed goals and objectives of the research.

REFERENCES

- Adweek. (2015, 10 12). *Emotions and Advertising: How We Connect to Brands*. Retrieved from Adweek: <http://www.adweek.com/digital/emotions-advertising-how-we-connect-to-brands/>
- Balm, J. (2014, 6 11). Retrieved from <http://blogs.biomedcentral.com:>
<http://blogs.biomedcentral.com/bmcblog/2014/08/11/the-power-of-pictures-how-we-can-use-images-to-promote-and-communicate-science/>
- bbc.com. (2015, may 26). *Internet used by 3.2 billion people in 2015*. Retrieved from <http://www.bbc.com/news/technology-32884867>
- Bradley, S. (2010, January 18). *Unity In Design: Creating Harmony Between Design Elements*. Retrieved from vanseo design: <http://vanseodesign.com/web-design/design-unity/>
- BusinessQueensland. (2016, Jun 21). *Types of advertising*. Retrieved from Business qld: <https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/advertising/types>
- Dickson, V. (1986, June). Persuasion and the Role of Visual Presentation Support: The UM/3M Study. Minnesota.
- Elliott, C. (2017, Feb 09). Yes, There Are Too Many Ads Online. Yes, You Can Stop Them. Here's How. *huffingtonpost*.
- Erol, U. (2017, April 20). *Importance of Advertising in Business*. Retrieved from wordego: <https://www.wordego.com/en/blog/top-5-significance-of-advertising>
- Facebookbusiness. (n.d.). *Budgets*. Retrieved from facebook: <https://www.facebook.com/business/help/214319341922580>
- Florent. (2017, Sep 8). *Research Shows the Most Effective Advertising Focuses on Emotion*. Retrieved from medium: <https://medium.com/@FlorentGeerts/research-shows-the-most-effective-advertising-focuses-on-emotion-6b442b0d5572>
- Gamble, S. (2016). *Visual Content Marketing : Leveraging Infographics, Video, and Interactive Media to Attract and Engage Customers*. Incorporated.
- Gentner, F. (2012). *Neuromarketing in the B-to-B sector*. Diplomica Verlag.
- GeoEdgeUniversity. (n.d.). *Managing an Effective Geo-targeting Advertising Campaign*. Retrieved from geoedge: https://www.geoedge.com/meetus_university/29/managing-an-effective-geo-targeting-advertising-campaign
- GoogleAds. (2018). *Google.com*. Retrieved from <https://www.google.com/ads/>
- GooglePartners. (2018). *Google Partners*. Retrieved from <https://support.google.com/partners/answer/3154326?hl=en>

- GoogleSupport. (2018). Retrieved from support.google.com/adwords/:
<https://support.google.com/adwords/answer/1722043?hl=en>
- Grady, C. L. (1998, 03 03). Neural correlates of the episodic encoding of pictures and words. *PNAS*.
- Heath, R. (2001). *The Hidden Power of Advertising: How Low Involvement Processing Influences the Way We Choose Brands*. Admap Publications.
- Heitzman, A. (2017, January 19). *How Digital Marketing Transformed the Consumer Buying Process*. Retrieved from INC: <https://www.inc.com/adam-heitzman/how-digital-marketing-transformed-the-consumer-buying-process.html>
- Henderson, R. (2015, December 14). *Print Advertising Is Not Dead*. Retrieved from brandingmag: <https://www.brandingmag.com/2015/12/14/print-advertising-is-not-dead/>
- Insta.kcmkupittaa. (2018). *kcmkupittaa*. Retrieved from Instagram:
<https://www.instagram.com/kcmkupittaa/>
- Interaction-Design. (2018). *Visual Design*. Retrieved from interaction-design:
<https://www.interaction-design.org/literature/topics/visual-design>
- interaction-design. (2018). *What is Visual Design?* Retrieved from interaction-design:
<https://www.interaction-design.org/literature/article/what-is-visual-design>
- Joseph. (n.d.). *Print Media & Advertising Advantages*. Retrieved from smallbusiness:
<http://smallbusiness.chron.com/print-media-advertising-advantages-3393.html>
- Joseph, C. (n.d.). *Print Media & Advertising Advantages*. Retrieved from smallbusiness:
<http://smallbusiness.chron.com/print-media-advertising-advantages-3393.html>
- k-citymarket.fi. (2018). *k-citymarket turku-kupittaa*. Retrieved from k-citymarket :
<https://www.k-citymarket.fi/kaupat/turku-kupittaa/>
- KCMKupittaa. (2018). *KCMKupittaa*. Retrieved from Facebook:
<https://www.facebook.com/KCMKupittaa/>
- Kesko.fi. (2016, 8 8). Retrieved from Kesko: <https://www.kesko.fi/en/company/history/>
- Koivisto, E. (2015). Retrieved from <http://www.theseus.fi/handle/10024/103227>
- MinkaTechnology. (2016, jun 03). *MInkatec*. Retrieved from <http://minkatec.com/benefits-of-adblock-plus-more-than-just-blocking-ads/>
- Neilpatel. (2017). *Your Ads are Getting Ignored: 5 Smart Strategies to Overcome Banner Blindness*. Retrieved from neilpatel: <https://neilpatel.com/blog/your-ads-are-getting-ignored-5-smart-strategies-to-overcome-banner-blindness/>
- Nibusinessinfo. (n.d.). *Advantages and disadvantages of email marketing*. Retrieved from nibusinessinfo: <https://www.nibusinessinfo.co.uk/content/advantages-and-disadvantages-email-marketing>

- Oetting, J. (2015, March 15). *15 Clever Examples of Interactive Print Ads*. Retrieved from hubspot: <https://blog.hubspot.com/marketing/interactive-print-ads>
- PCMHResearch. (2013, march). *Mixed Methods*. Retrieved from pcmh.ahrq.gov: https://pcmh.ahrq.gov/sites/default/files/attachments/MixedMethods_032513comp.pdf
- Pettengill, B. (2016, July 21). *10 Effective Design Principles You Need to Know*. Retrieved from marketing partners: <https://www.marketing-partners.com/conversations2/10-effective-design-principles-you-need-to-know>
- Punch, K. (1998). *Introduction to Social Research: Quantitative and Qualitative Approaches*. London: Sage.
- ROMIH, T. (2016, October 12). *Humans Are Visual Creatures*. Retrieved from seyens: <http://www.seyens.com/humans-are-visual-creatures/>
- Schwab, V. O. (2016). *How to Write A good Advertisement*. Golden Springs Publishing.
- segd.org. (2017, 11 20). Retrieved from <https://segd.org/what-information-design>
- Smc. (2013, May 8). *smcpros*. Retrieved from Online vs. Print Advertising, Why Print is Losing: <http://smcpros.com/2013/05/online-vs-print-advertising-why-print-is-losing/>
- support.office. (n.d.). *Overview of the Junk Email Filter*. Retrieved from support office: <https://support.office.com/en-us/article/overview-of-the-junk-email-filter-5ae3ea8e-cf41-4fa0-b02a-3b96e21de089?ui=en-US&rs=en-US&ad=US>
- Support.office. (n.d.). *Overview of the Junk Email Filter*. Retrieved from Support.office: <https://support.office.com/en-us/article/overview-of-the-junk-email-filter-5ae3ea8e-cf41-4fa0-b02a-3b96e21de089?ui=en-US&rs=en-US&ad=US>
- Trafton, A. (2014, 01 14). *In the blink of an eye*. Retrieved from <http://news.mit.edu/2014/in-the-blink-of-an-eye-0116>
- usability. (2017). *Visual Design Basics*. Retrieved from <https://www.usability.gov/what-and-why/visual-design.html>
- Verticalrail. (2016, March 25). *How to Create a Facebook Ad Set*. Retrieved from Vertical rail: <https://www.verticalrail.com/kb/how-to-create-a-facebook-ad-set/>
- Wyher, T. (2017, February 23). *6 Reasons You Should Use Google AdWords*. Retrieved from business: <https://www.business.com/articles/6-reasons-why-your-business-should-be-using-google-adwords/>
- zoho.eu. (2018). *Authenticate Your Domain*. Retrieved from zoho: https://www.zoho.eu/campaigns/help/how-to-authenticate-domain.html#Email_Authentication

Appendix 1. Survey questions

Survey about K-Citymarket's (Turku Kupittaa) Advertisements

This survey is about your opinion of K-Citymarket's (Turku Kupittaa) advertisements.

* Required

1) Do you feel that PAPER advertisements have influenced you to go to K-Citymarket? *

Paper advertisements : Those paper advertisements that you get in your door or take from K-Citymarket.

- ☐ Agree
- ☐ Neutral
- ☐ Disagree

2) Do you feel that ONLINE advertisements have influenced you to go to K-Citymarket? *

ONLINE Advertisements on facebook, youtube, instagram and among other websites or social media

- ☐ Agree
- ☐ Neutral
- ☐ Disagree

3) Which online platform would you rather receive K-Citymarket's advertisements? *

You can mark one, two or more options

☐ Facebook

☐ Instagram

☐ Snapchat

☐ Email

☐ I would rather not receive

☐ Other: _____

4) What do you do when you get a paper advertisement from K-Citymarket at your home? *

☐ I normally do not read the K-Citymarket's advertisements.

☐ I read for LESS than one minute

☐ I read the advertisement for MORE than one minute.

5) Do you think K-Citymarket's paper advertisements are well designed? *

The advertisement is easy to UNDERSTAND and LOOKS good, and makes you get INTERESTED in the products

☐ Yes

☐ No

☐ sometimes

☐ I do not have an opinion about this

6) Do you think that paper advertisements have been USEFUL for you? *

- ☐ Yes, it has been useful for me Many times.
- ☐ Yes, it has been useful for me Sometimes.
- ☐ Barely , It has barely been useful for me.
- ☐ Never has been useful for me.

7) Do you like receiving K-Citymarket's PAPER advertisements? *

- ☐ I like
- ☐ Neutral
- ☐ I do not like

8) Would you like to receive ONLINE advertisements from K-Citymarket ? *

- ☐ I would like it
- ☐ Neutral
- ☐ I would not like it

9) Have you ever searched in K-Citymarket's website for products? *

For example: searched for product's informations, checked prices, or searched for products

- ☐ Many Times
- ☐ Sometimes
- ☐ Barely
- ☐ Never

10) In which period of the month would you rather receive K-Citymarket advertisements? *

You can mark one, two or more options

- ☐ Beginning of the month
- ☐ Middle of month
- ☐ End of the month
- ☐ It does not matter

11) In your view, which of those supermarkets' advertisements have a better design? *

- ☐ K-Citymarket
- ☐ S-market
- ☐ Prisma
- ☐ Sale
- ☐ Lidl
- ☐ none of them
- ☐ I think they all look the same
- ☐ Other:

12) When you read an advertisements which of those product categories are you more attracted or influenced to buy ? *

You can mark one, two or more categories as well

- ☐ Food
- ☐ Electronic
- ☐ Sport items
- ☐ Clothes
- ☐ Cosmetic and makeup
- ☐ Home Accessories
- ☐ None
- ☐ Other: _____

13) How often would you like to receive paper advertisements from K-Citymarket? *

- ☐ More than once a week
- ☐ Once a week
- ☐ Two times per month
- ☐ Never, I would rather never receive paper advertisements from k-Citymarket

14) Do you find all the information necessary in the K-Citymarket's paper advertisements? *

For instance, all the essential information about the products and K-Citymarket.

- ☐ I think there are all the necessary information
- ☐ Almost all the necessary information
- ☐ I think there are many information missing
- ☐ I do not have an opinion about this

SUBMIT